Patent claims:

1. Water-in-oil emulsions
   (a) with a content of water and optionally water-soluble substances totalling at least 75% by weight and with a content of lipids, emulsifiers and lipophilic constituents totalling at most 25%, preferably at most 20%, based in each case on the total weight of the preparations,
   (b) whose oil phase is chosen from the group of lipids or lipid mixtures, where the total polarity of the lipid phase is between 20 and 30 mN/m,
   (c) comprising at least one interface-active substance, chosen from the group of alkylmethicone copolyols and/or alkyldimethicone copolyols,
   (d) optionally, but particularly when the content of water and water-soluble (hydrophilic) constituents is between 75 and 80% by weight, comprising one or more cationic polymers

2. Emulsions according to Claim 1, characterized in that their content of water and water-soluble substances is greater than 80% by weight, in particular 85% by weight, based in each case on the total weight of the preparations.

3. Emulsions according to Claim 1, characterized in that the interface-active substances chosen are cetyldimethicone copolyol and/or laurylmethicone copolyol.

4. Emulsions according to Claim 1, characterized in that the oil phase consists of at least 50% by weight, preferably of more than 75% by weight, of at least one substance chosen from the group (butyldecanol + hexyldecanol + hexyloctanol + butyloctanol), hexyldecanol, octyldodecanol, dicapryl ether, caprylic/capric triglycerides, octyl palmitate, isopropyl stearate, octyl octanoate, C_{12-15}-alkyl benzoates, cetylstearyl isonoanoate, butylene glycol caprylate/caproate, tricaprylin, octyldodecyl myristate, di-C_{12-13}-alkyl tartrates, caprylic/capric diglycerol succinate, octyl isostearate, stearyl heptanoate, cocoyl caprylate/caproate, isopropyl palmitate, cetylstearyl octanoate, octyl stearate.

5. Emulsions according to Claim 1, characterized in that they comprise from 0.01 to 10%, preferably 0.25-1.25%, of cationic polymers.

6. Emulsions according to Claim 1, characterized in that the cationic polymer(s) is/are chosen from the group consisting of cationic cellulose derivatives, cationic starch, copolymers of diallylammonium salts and acrylamides, quaternized vinypyrrolidone/vinylimidazole polymers, condensation products of polyglycols and amines, quaternized collagen polypeptides, quaternized wheat polypeptides, polyethyleneimine, cationic silicone polymers, copolymers of adipic acid with dimethylaminohydroxypropyldiethylenetriamine, copolymers of acrylic acid with dimethyldiallylammonium chloride, polyaminopolyamides, cationic chitin derivatives, cationic guar gum, quaternized ammonium salt polymers, and cationic biopolymers, such as, for example, chitosan (average molecular weight from 50,000 to 2,000,000 g/mol [determined by means of gel permeation chromatography] and a degree of deacylation of from 10 to 99% [determined by means of ^{1}H-NMR].